Claims

[c1]   1. A text messaging based alert notification and feedback method comprising:

receiving a public service text message that was broadcast to a large number of mobile subscribers;

automatically generating a reply message to said public service text message wherein said reply message contains a header portion and a data portion; and

automatically sending said reply message to the sender of the public service text message.

[c2]   2. The method of claim 1 wherein the header portion of the reply message includes a date/time stamp identifying the time when the reply message was sent.

[c3]   3. The method of claim 2 wherein the header portion of the reply message includes the mobile phone number of the mobile phone sending the reply message.

[c4]   4. The method of claim 3 wherein the header portion of the reply message includes a location stamp identifying the location where the reply message was sent.

[c5]   5. The method of claim 4 wherein the data portion of the reply message includes an option of attaching additional text to the reply message.

[c6]   6. The method of claim 4 wherein the data portion of the reply message includes an option of attaching a video attachment to the reply message.

[c7]   7. The method of claim 4 wherein the data portion of the reply message includes an option of attaching an audio attachment to the reply message.

[c8]   8. A text messaging based alert notification and feedback system comprising:

means for receiving a public service text message that was broadcast to a large number of mobile subscribers;

means for automatically generating a reply message to said public service text message wherein said reply message contains a header portion and a data portion; and

means for automatically sending said reply message to the sender of the public service text message.

[c9]   9. The system of claim 8 wherein the header portion of the reply message includes a date/time stamp identifying the time when the reply message was sent.

[c10]   10. The system of claim 9 wherein the header portion of the reply message includes the mobile phone number of the mobile phone sending the reply message.

[c11]   11. The system of claim 10 wherein the header portion of the reply message includes a location stamp identifying the

location where the reply message was sent.

[c12]   12. The system of claim 11 wherein the data portion of the reply message includes an option of attaching additional text to the reply message.

[c13]   13. The system of claim 11 wherein the data portion of the reply message includes an option of attaching a video attachment to the reply message.

[c14]   14. The system of claim 11 wherein the data portion of the reply message includes an option of attaching an audio attachment to the reply message.